

Cable Operator Head-end

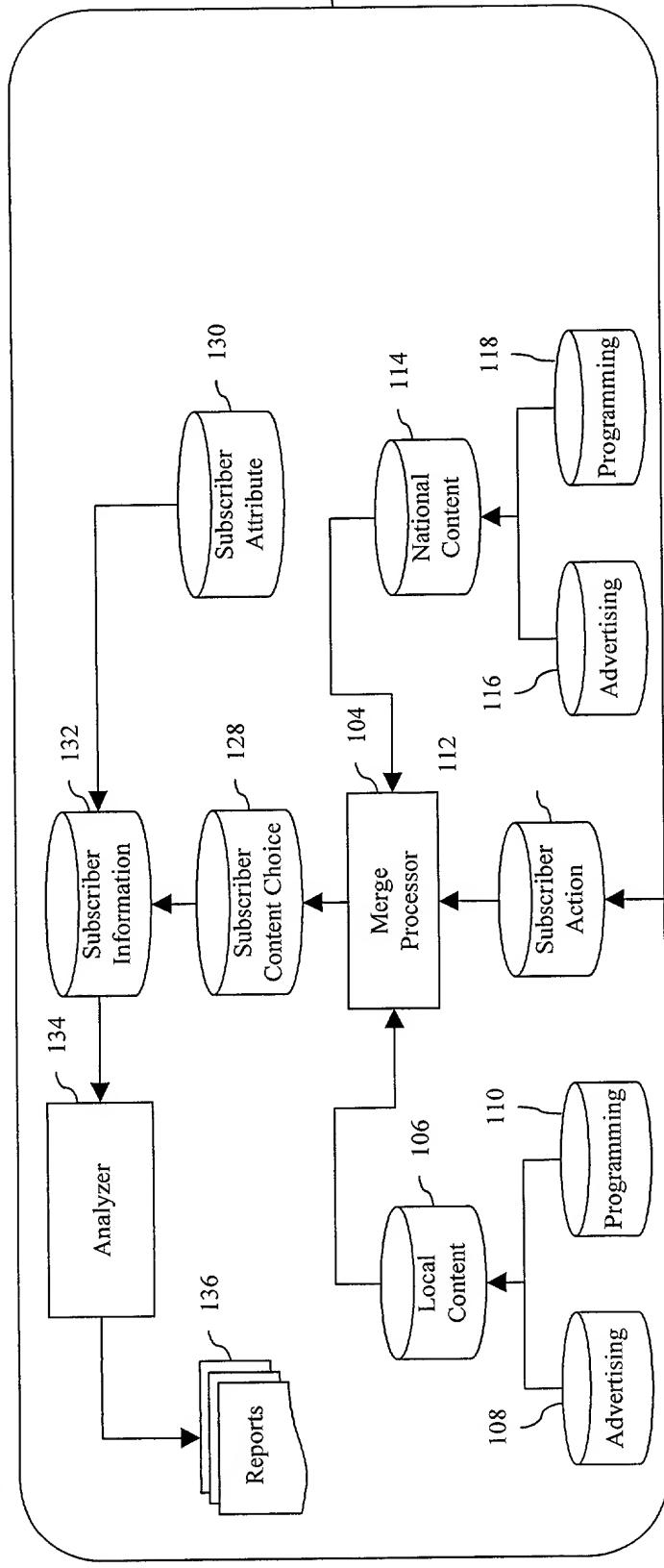


FIG. 1

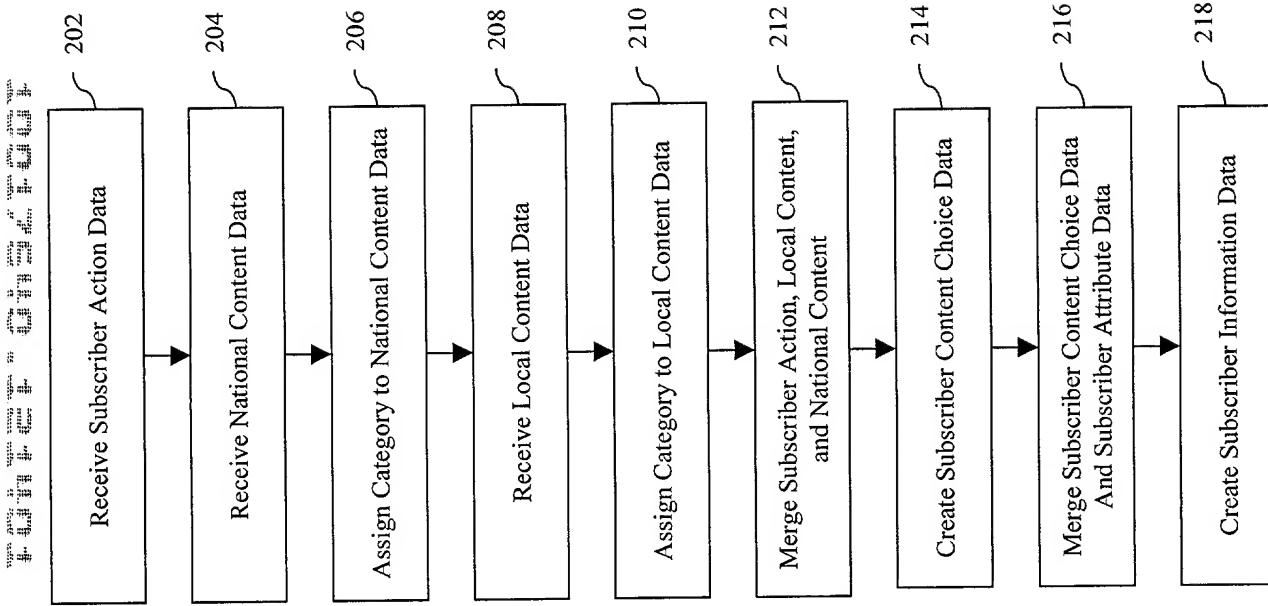


FIG. 2

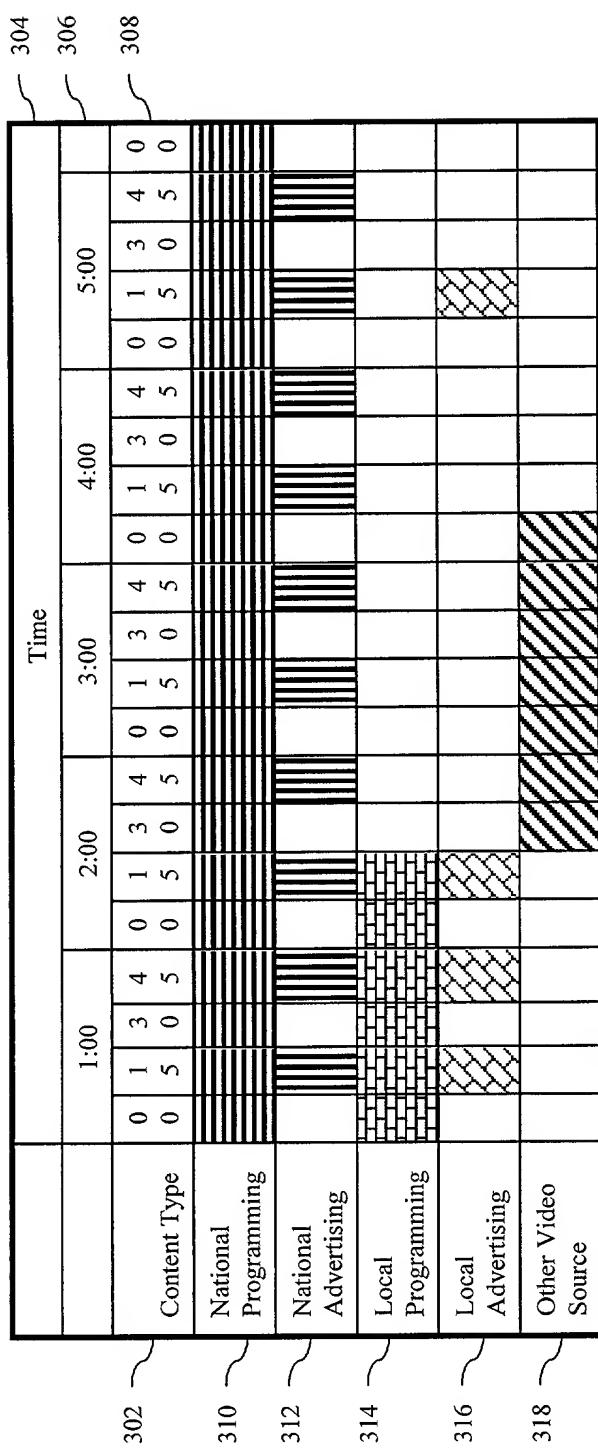


FIG. 3A

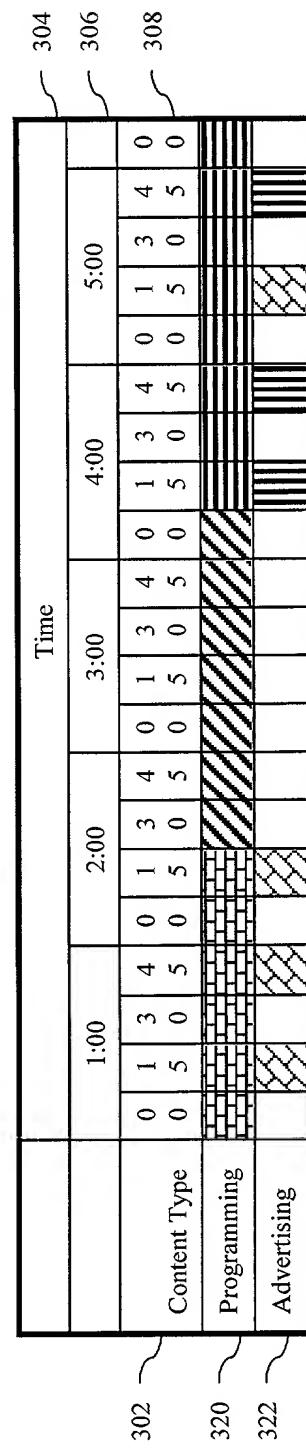


FIG. 3B

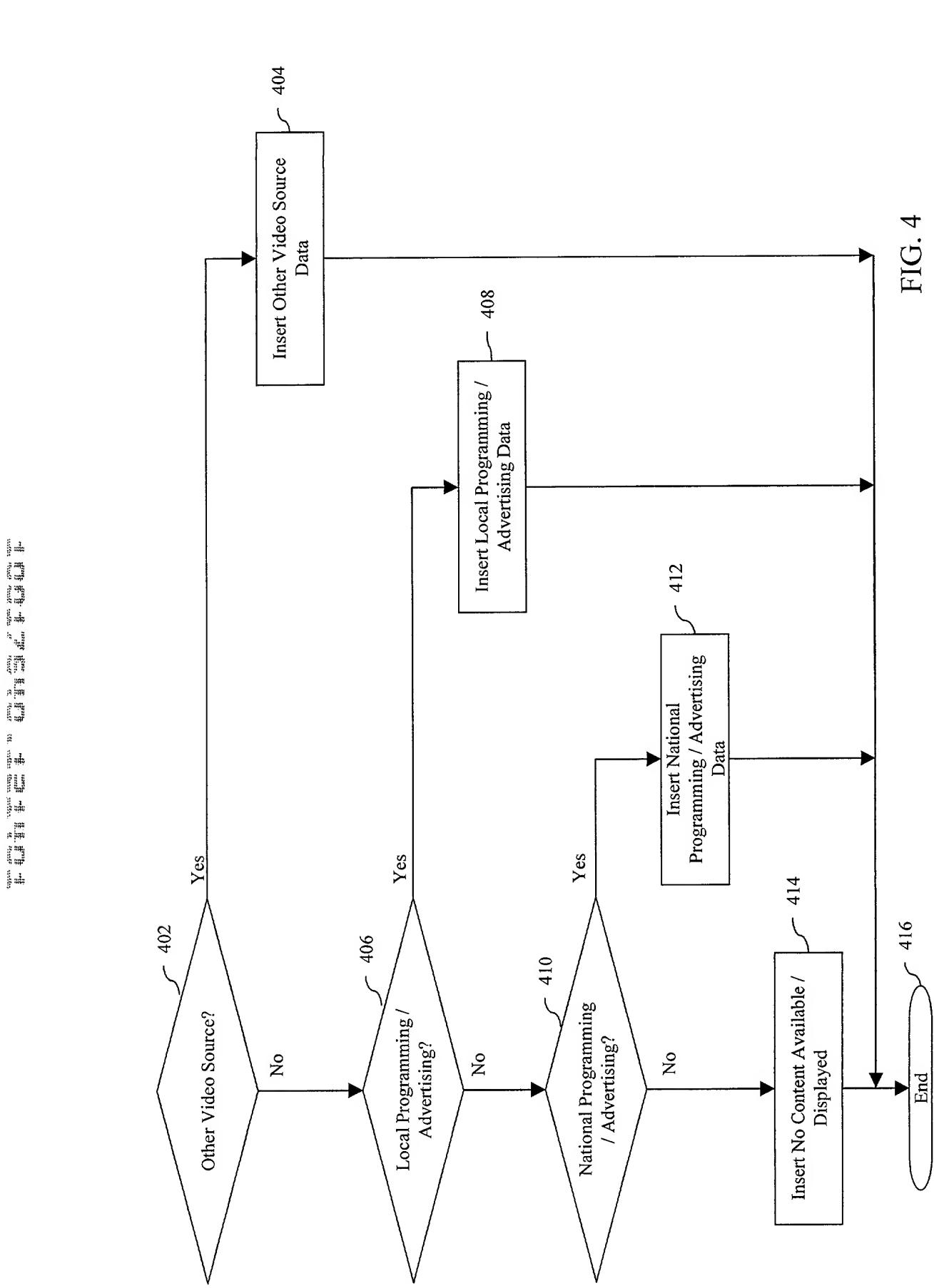


FIG. 4

Content	
1:00	:00 NCAA Basketball
	:15 NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad
	:30 NCAA Basketball
	:45 NCAA Basketball, Automobile Ad 1
2:00	:00 NCAA Basketball
	:15 NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament
	:30 DVD Movie – Science Fiction
	:45 DVD Movie – Science Fiction DVD Movie
3:00	:00 DVD Movie – Science Fiction DVD Movie
	:15 DVD Movie – Science Fiction DVD Movie
	:30 DVD Movie – Science Fiction DVD Movie
	:45 DVD Movie – Science Fiction DVD Movie
4:00	:00 DVD Movie – Science Fiction DVD Movie
	:15 NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1
	:30 NBA Basketball
	:45 NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2
5:00	:00 NBA Basketball
	:15 NBA Basketball, Local Retailer Ad, Sporting Goods Ad 1
	:30 NBA Basketball
	:45 NBA Basketball, Airline Ad 1, Automobile Ad 4, Credit Card Ad 2
	:00 NBA Basketball

FIG. 5

FIG. 6

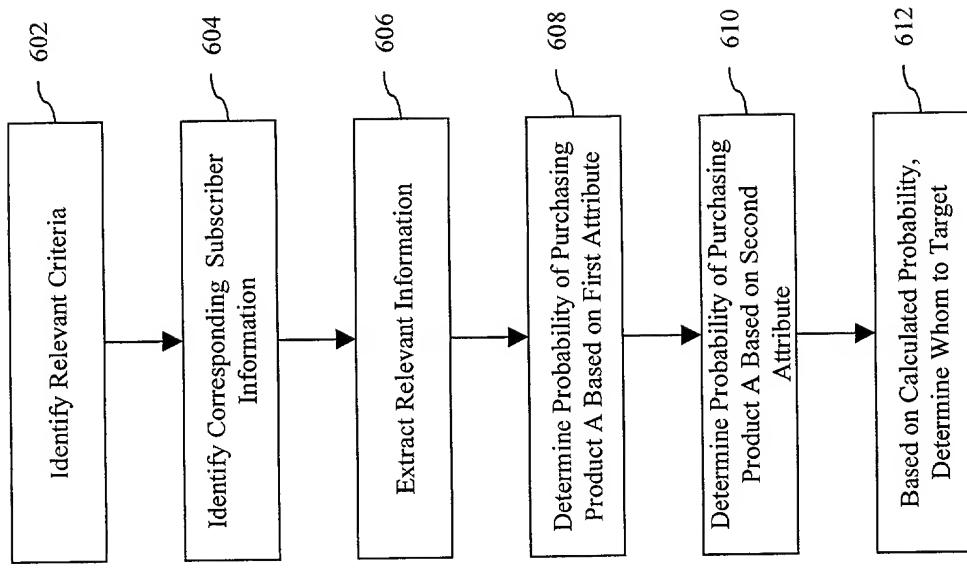


FIG. 7A

Probability of Purchasing Product A	
Viewing History	Probability (%)
Show 1	66.7
Show 2	50.0
Show 3	0.0

FIG. 7B
FIG. 7C